

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously Presented) A mobile recording medium manufactured specifically for a place by a company for creating an original electronic album of the place, the mobile recording medium comprising:

material information provided by the company that is pre-recorded on the recording medium, the material information including at least one of text, an image, audio, and a map relating to the place;

a program which, when executed by a processor, causes a system to:

receive situational information associated with information captured by a user, the situational information associated with the material information and including at least one of a location, a date, and a time relating to the place;

search the material information using the situational information;

determine and display resulting material information, as a result of the search.

2. (Previously Presented) The mobile recording medium according to claim 1, wherein the material information further includes a plurality of opening videos.

3. (Previously Presented) The mobile recording medium according to claim 2, wherein the system displays an opening video associated with the situational

information and automatically displays, thereafter, images prepared by the user in a chronological order.

4. (Previously Presented) The mobile recording medium according to claim 1, further comprising an ID (identification number),

wherein the ID enables the system to receive updates via a network for the mobile recording medium, thereby updating the recording medium with new material information.

5. (Previously Presented) An electronic album creating apparatus for creating an electronic album relating to a place, the apparatus comprising:

a first recording medium configured to store information captured by a user of the place and situational information associated with the information, the situational information including at least one of a location, a date, and a time of the place, wherein the situational information is either automatically recorded upon capture of the information or is provided by the user; and

a second recording medium manufactured specifically for the place by a company configured to store:

material information provided by the company that is pre-recorded on the second recording medium, the material information including at least one of text, an image, audio, and a map relating to the place; and

a program which, when executed by a processor of the apparatus, causes the apparatus to:

search the material information stored on the recording medium using the situational information;

determine and display resulting material information.

6. (New) A method of creating an original electronic album of a place by a visitor, the method comprising:

manufacturing a storage medium specifically for the place, the storage medium containing pre-recorded material information including at least one of text, an image, audio, and a map relating to the place;

selling the storage medium to the visitor at the place;

recording situational information by the visitor using a recording device, the situational information including at least one of a location, a date, and a time relating to the place; and

executing a program on the storage medium which causes a system to:

receive the situational information associated with information captured by a user, the situational information associated with the material information and including at least one of the location, the date, and the time relating to the place;

search the material information using the situational information;

determine and display the material information resulting, as a result of the search.